


A person wearing a blue life vest and swim trunks is captured mid-jump from a wooden dock into a body of water. The person's arms are raised, and their legs are bent. The background features a dense line of green trees under a clear blue sky. A red vertical bar with a pattern of white dots is on the left side of the image.

FIND YOUR TRUE NORTH

#ONLYINMN

EXPLORE  MINNESOTA™



While you're busy
exploring
the world,
take a moment to
discover your
place within it.

FORGET THE MIDWEST. MINNESOTA CASTS ITSELF AS THE

NORTH

— WALL STREET JOURNAL, 2018

BLUE MOUNDS STATE PARK | LUVERNE, MN 

I started out heading west.
And found a place I never knew
existed ... within myself.

From there, I let the river carry me
south, where the current seemed
to flow right through me.

In time, I followed the road east and
discovered adventures that led to
something real and unforgettable.

Eventually, I arrived. At more than
a destination. But the realization
that no matter which direction
I traveled, through the familiar and
the uncharted, every route brought
me closer to *my True North.*

#ONLYINMN



BELIEVE IN THE UNEXPECTED JOYS *of the unscripted journey*
NO MATTER WHICH DIRECTION THE ROUTE TAKES YOU, YOU'RE DESTINED TO

F I N
Y O U
T R U
N O

D R E R T H





Start with the perfect setting. A place that still feels wild and pure. Where we can bravely be ourselves and get lost for a while. We've all been there, of course. At least for a moment.

What do you say we go there together? And tell a story that flows like the Mississippi and shines like the northern lights. This journey brings us to many places with one promise. Our True North is out there. Let's go find it.

A man and a woman are walking on a large, curved wooden sculpture that resembles a giant's foot or a large arch. The man is on the left, wearing a blue shirt and shorts, and the woman is on the right, wearing a patterned dress and sandals. They are holding hands. The sculpture is made of weathered wood and is set in a grassy field. In the background, there are trees and a blue sky with clouds. A ladder is leaning against the sculpture. The text "Wherever you go becomes a part of you somehow." is overlaid on the image in a white box. Below the text is the signature "- Anita Desai". At the bottom left, there is a small logo and the text "FRANCONIA SCULPTURE PARK | FRANCONIA, MN".

**"Wherever you go
becomes a part of you somehow."**

- Anita Desai

FRANCONIA SCULPTURE PARK | FRANCONIA, MN

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▲ FRANCONIA SCULPTURE PARK | FRANCONIA, MN

SCIENCE

THE NORTH

LEGENDS & LORE

Story of the NORTH

#OnlyinMN

TRUE NORTH

fig. 12 Embrace the legends, chase the moments and discover the real path.

* At the center of every story, where our perception and place align with a new kind of promise, is where you Find Your True North.

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MINNESOTA

/mine'sota/, [mine'sota]

From the Dakota (Sioux): Mnisota

SKY

WATER

**The name Minnesota comes from the Dakota (Sioux) word Mnisota, meaning “sky-tinted waters” or “sky-blue waters.” Today, there are 11 sovereign American Indian nations comprised of seven Ojibwe (Chippewa, Anishinaabe) and four Dakota (Sioux).*

MINNESOTA

BLUE

A woman with long brown hair, wearing a white button-down shirt, is on a sailboat. She is looking down at a rope she is holding. The background shows a body of water and a hazy horizon under a bright sky. The sailboat's mast and rigging are visible in the foreground.

**“The real voyage of discovery
consists not in seeking new landscapes,
but in having new eyes.”**

— Marcel Proust



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#ONLYINMN

THERE'S A
CERTAIN KIND OF

RHYTHM

HERE



WHEN WE
ALLOW
OURSELVES
TO EXPLORE,
WE DISCOVER
DESTINATIONS
THAT WERE
NEVER ON
OUR MAP.

—Amie Kaufman. Unearthed

HEW-gah &

Hygge: /'hʊgə/ /'h(j)ʊgə/

(pronounced HEW-gah) encompasses the coziness, comradery and contentment we can all discover in the winter months. An idea born in Denmark – now perfected in Minnesota.



TURNING HEADS



MINNESOTA HOSTS THE
LARGEST STATE FAIR IN THE
UNITED STATES BY AVERAGE
DAILY ATTENDANCE.



MINNEAPOLIS IS OFTEN VOTED THE MOST
BIKE-FRIENDLY CITY IN THE U.S. BY DOMESTIC
AND INTERNATIONAL PUBLICATIONS. AS A STATE,
MINNESOTA ALSO RANKS NEAR THE TOP.

"We travel, initially, to lose ourselves;
and we travel, next to find ourselves."

- Pico Iyer



MORE SHORE LINE

THAN CALIFORNIA, HAWAII AND

FLORIDA COMBINED.

YET WE MEASURE IT ALL IN *moments*,

RATHER THAN MILES.



CHARTING



*a course to the
true north.*



THERE ARE
10,000
WAYS TO
TELL OUR
STORY.
EACH ONE
POINTS
True North.

#ONLYINMN

STILL
WATERS.

FAST
HEART.

TRUE
NORTH.



m EXPLORE MINNESOTA